

Millionaire Real Estate Agent

My Annual Business Plan

For _____

Economic Plan

for

Year _____

GOAL

1.	\$	Net Income (before taxes)
2.		Gross Closed Income (GCI) = Net Income ÷ Income % of GCI
3.		Cost of Sales
4.		Operating Expenses

Sellers		Buyers	
5.		Gross Revenue from Sellers	Gross Revenue from Buyers
6.	÷ %	Your Commission	÷ % Your Commission
7.	=	Seller Sold Volume	= Buyer Sold Volume
8.	÷	Your Average Sales Price	÷ Your Average Sales Price
9.	=	Sellers Sold (transactions)	= Buyers Sold (transactions)
10.	÷ %	Your Seller Trans. Conversion Rate	÷ % Your Buyer Trans. Conversion Rate
11.	=	Seller Listings Taken	= Buyer Listings Taken
12.	÷ %	Your Seller Appt. Conversion Rate	÷ % Your Buyer Appt. Conversion Rate
13.	=	Seller Listing Appointments	= Buyer Listing Appointments
14.	÷ 12	Seller Listing Appts per month	÷ 12 Buyer Listing Appts per month

Lead Generation Plan for _____

Year

GOAL: _____ Closed Sales (from Economic Model line 9—Sellers + Buyers)

My Options		
	MET	+ HAVEN'T MET
Option 1	_____ in database	+ 0 in database
Option 2	0 in database	+ _____ in database
Option 3	% from met: _____ Met goal # _____ _____ in database	+ % from haven't met: _____ Haven't met goal # _____ _____ in database

My Option: _____

Contacts to be Generated		
	MET	HAVEN'T MET
Goal Numbers		
- Current Numbers		
= People I need to add		
Monthly Additions		

Budget Plan

for _____
Year

Initial Budget

Current GCI: _____

GCI Goal: _____

	Current Budget \$	% of Current GCI	Projected Budget \$
Cost of Sales	1. Listing Specialist(s)		
	2. Buyer Specialist(s)		
	3. Other COS		
	Total COS		
Oper. Exp.	4. Salaries		
	5. Lead Generation		
	6. All other		
	Total Operating Expenses		
	Total Expenses		

Adjusted Budget

	Projected Budget \$	Adjustments/for	Adjusted Budget \$	% of GCI Goal
Cost of Sales	1. Listing Specialist(s)			
	2. Buyer Specialist(s)			
	3. Other COS			
	Total COS			
Oper. Exp.	4. Salaries			
	5. Lead Generation			
	6. All other			
	Total Operating Expenses			
	Total Expenses			

Notes:

Organizational Plan for _____

Year

1. Have you hired anyone out of order? Yes No

If yes, what position?

2. Looking at the number of transactions, appointments and leads you need to generate for next year, do you need additional help to achieve these goals? Yes No

3. What is your next hire and when will you hire them?

4. What other hires will you need next year and when?

5. Use the table below to chart your hiring plan for the upcoming year.

Month	Hire	Month	Hire
Jan		July	
Feb		Aug	
Mar		Sep	
Apr		Oct	
May		Nov	
June		Dec	

6. What do you need to know in order to complete your hiring plan?

7. What do you need to have in order to complete your hiring plan?